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To: MAIL STOP AF
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Date: November 6, 2003

Attn: Examiner Paul L. Rodriguez

Number of Pages: Cover + 15
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Tel. No. (703) 746-7240

From: Caroline Do, Esq., Reg. No. 47,529

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Re: U.S. Pat. Appln. Ser. No. 09/295,856

Filed: April 21, 1999

Title: SYSTEM, METHOD AND ARTICLE OF
MANUFACTURE FOR TRANSMISSION OF
ADVERTISEMENTS BASED ON THE
CONTENT OF AN ELECTRONIC STORAGE

MEDIUM (as amended)

Confirmation No.: 7668

Art Unit: 2125

Inventor: Todd R. COLLART

Our Ref. No.: IA 1506.01A US

AFTER-FINAL COMMUNICATION

**ATTENTION: EXAMINER PAUL L. RODRIGUEZ
ART UNIT 2125**

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Re: U.S. Patent Application Serial No.: 09/295,856
Filed: April 21, 1999
Confirmation No.: 7668
Title: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR
TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT
OF AN ELECTRONIC STORAGE MEDIUM (as amended)
Inventor: Todd R. Collart
Our File No.: IA 1506.01A US

Dear Sir:

Enclosed for filing in the above-referenced application are the following documents:

1. Transmittal Form;
2. Amendment and Response (Pages 1 – 12);
3. Communication: Request for Change of Attorney Docket Number
4. Cover Letter (Document Control Number: 5H239S); and
5. Certificate of Facsimile dated November 6, 2003.

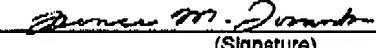
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Very truly yours,

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A handwritten signature in black ink, appearing to read "Caroline Do".

Caroline Do, Esq.
Reg. No. 47,529
Senior Patent Prosecution Attorney
INTELLECTUAL PROPERTY DEVELOPMENT

CERTIFICATE OF FACSIMILE TRANSMISSION	
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Enclosures

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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	09/295,856
		Filing Date	April 21, 1999
		First Named Inventor	Todd R. Collart
		Art Unit	2125
		Examiner Name	Paul L. Rodriguez
Total Number of Pages in This Submission		Attorney Docket Number	IA 1506.01A US

ENCLOSURES (check all that apply)

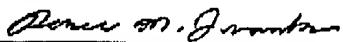
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
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<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input type="checkbox"/> Other Enclosure(s) (please identify below):
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<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
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Firm or Individual name	DISCOVISION ASSOCIATES -- Intellectual Property Development 2355 Main Street, Suite 200, Irvine, CA 92614 -- U.S.A. -- Tel: (949) 660-5000
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Typed or printed name	Renee M. Franks		
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